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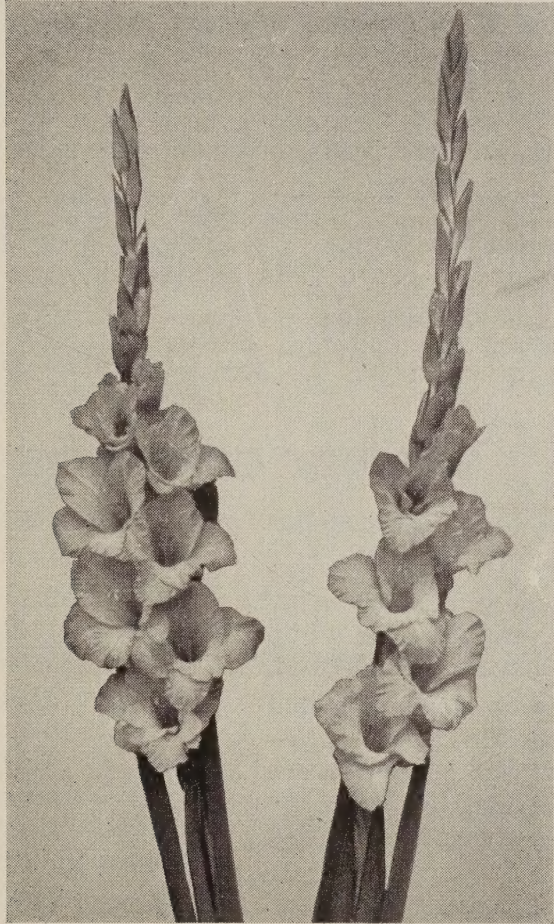
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1948

Gladview

GLADIOLUS

Exhibition and Commercial Varieties



SPIC AND SPAN

Featuring

Martha Deane

Elizabeth the Queen

Oriental Pearl

Miss Wisconsin

Spic and Span

Spotlight

Leading Lady

White Gold

GLADVIEW GARDENS

Maple Plain

Minnesota

FOREWORD

To all our Glad friends and old customers we desire to express our sincere appreciation for your fine patronage the past year. We wish to thank all those who have written us letters of commendation for the excellent results obtained from growing our bulbs. The good will of our customers inspires us to greater efforts to serve you better in the future.

In presenting to you this our 1948 catalog, we begin our 26th year growing Glads. A world of experience has been gained during this time. Hundreds of varieties have been grown, and many have been discarded that do not come up to our critical judgment. It is for this reason that we hesitate to "push" many of the new introductions that have been highly advertised, until we have grown them long enough to know that they can be recommended. We have been able to reduce our prices this year from 10 to 35% from last year's prices.

It has been our policy to send out only the highest quality stock, a policy which has established for us satisfied customers throughout the United States. We are pleased to offer our customers a list of outstanding glads that we highly recommend.

In the past few years the development of sensational new varieties has caused the public to realize the demand for those that have excellent propagating qualities, healthy growth, immunity from disease, good shape of floret, and all around beauty. Only those that continue to prove these qualifications can stand the test of time.

Our descriptions of varieties are not over-emphasized, but as they really are from actual observation. We therefore will give you a preview of how different varieties performed for us during the past season.

VARIETY COMMENTS

WHITE—This class had many stellar performers, with top ranking going to **LEADING LADY**, very beautiful for either the show table or as a commercial. **ANNA MAE**, earliest pure white was tops. For cut flowers: **SILENTUM**, tall, graceful with wiry stems, followed by **SNOW PRINCESS**, and **MARGARET BEATON**. We especially are partial to **CASABLANCA**, with its perfect placement and beautiful ruffled florets.

PINK—Two new pinks, **SPIC** and **SPAN**, outstanding near perfect deep pink (see cut on front cover), and **DREAM CASTLE** an exceptional pink with many open, has greatly strengthened this class. Of the older pinks we consider **ETHEL CAVE COLE** one of the best, planted early or late it is dependable, a healthy, robust grower, producing large well placed spikes consistently; even number 4 and 5 bulbs will produce lovely blooms. **PINK RADIANCE** was another dependable pink with a silvery sheen, extra fine for cutting. **CAMROSE**, when planted late, produced lovely shell pink blooms.

GENGHIS KAHN, a beautiful ruffled pink, was another exceptionally fine performer.

CREAM—**ORIENTAL PEARL** was all that has been claimed for it, a real "Wonder Glad," strong, healthy grower with plenty of vigor (see cut on page 4). **LADY JANE**, not a giant, but has class, color and form. **WHITE GOLD**, a giant cream, produced better blooms from medium sized blooms.

YELLOW—This class has been greatly strengthened by the addition of several new varieties, among these are **SPOT-LIGHT**, a deep yellow with red throat. It is large, has color and form. **MARTHA DEANE**, rated highly in the East is a worthy addition to this class. Florets not so large, but has long straight stems. **CRINKLE CREAM**, a mid-season bloomer, and **OREGON GOLD**, a late variety, both performed near perfection. A plain petaled variety, **MOTHER KADEL** was also fine.

RED and SCARLET—There are several reds and scarlets, anyone of which are well recommended by their consistent

performance. **STOPLIGHT** and **RED CHARM**, large, long spikes, near perfect placement were beauties. **ALGONQUIN** and **REWI FALLU** in the dark red and **BLACK PANTHER**, **MOHAWK** and **BLACK OPAL** were all excellent. A new scarlet from Holland, **JOHAN VAN KONYENBURG**, a bright orange scarlet, was excellent for us. It is highly recommended by its originator, and more will be heard about it next year. The flashy **VALERIA**, and the stylish, richly colored **LIBERATOR** were hard to improve upon.

LAVENDER—**ELIZABETH the QUEEN** has proven itself to be one of the finest lavenders introduced to date. This excellent lavender becomes more popular every year with its class, color and form. **BADGER BEAUTY** follows close behind, larger but not so classy.

ROSE—**MISS WISCONSIN** has little competition as a rose pink. A variety that wins the blue ribbons. If you

prefer a giant rose, **BURMA** fills the bill, with its outstanding color, class and form. Too large for a commercial.

PURPLE, VIOLET, BLUE — The two most dependable purples were **PURPLE SUPREME** and **KING LEAR**, both were fine. The blue class has been weak, but we could not complain about the performance of **BLUE BEAUTY** and **BLUE ADMIRAL**, both were fine. A new violet from Holland, **ABU HASSAN**, really an improved and glorified **PELEGRINA** will be in great demand. It is large, and has excellent form.

SALMON—**RIO RITA** a very large ruffled orange, exhibition type will thrill anyone with its captivating beauty. No one will ever be sorry that they included this one in their order. **LAN-TANA** a grand performer, a vivid orange with yellow throat. It has a color appeal, and is charming in its beauty.

Terms and Conditions of Sale

Please read carefully before ordering.

GUARANTEE — We aim to send out only healthy, true to name, and disease-free stock. We will replace stock, or refund purchase price of any stock that does not meet with the above, except that we do not guarantee bulblets to grow, nor will we be responsible for more than the purchase price of any stock that does not meet with the above guarantee.

TERMS—Cash with order, or 25% will hold your order for later delivery, balance before delivery, or will send C.O.D.

SHIPMENTS—All prices quoted here include delivery by **PARCEL POST**, prepaid. Express orders will be prepaid if order amounts to \$10 or more. No order accepted for less than \$2.00, if for less please include 25 cents to cover cost of packing. Orders are shipped at proper planting time, or on the date you specify in your order. **CULTURAL DIRECTIONS** are included with every order.

DISCOUNTS—Where cash in full accompanies your order, and it is received before March 15, you may take the following discount in extra bulbs, your selection:

\$3.00 to \$15.00—10% extra in bulbs.

\$15.00 or more 15% extra in bulbs.

Discounts do not apply on collections on the following varieties: Martha Deane, Oriental Pearl and Spic and Span.

NO WARRANTY—In common with all responsible growers, we give no warranty, express or implied, and will not be in any way responsible for the results of planting of any bulbs we send out. Growing conditions and careless use of new chemical dips of which we have no control, make this mandatory.

EXTRAS—We always include extras with every order, the larger the order the more extras. We like to include some of the newer varieties for trial.

Join a Gladiolus Society

If you desire to receive up to date information, record of the winners at the various shows and keep posted on the latest in cultural methods, then join one or more Gladiolus Societies. The following Societies issue quarterly bulletins. Anyone sending their dues to us for one or all will receive extra bulbs with your order.

New England Gladiolus Society,
Alvin K. Parker, Secretary
Norwood, Massachusetts

A year book is published in February, and four quarterly supplements, which are packed with information.

North American Gladiolus Council,
Thomas R. Manley, Secretary
525 Coleman Ave.,
Fairmont, West Virginia

The Council issues bulletins, quarterly. Membership \$1.00 per year.

Minnesota Gladiolus Society,
Harold A. Christianson, Secretary
Christine Lake, Como Sta. 3,
St. Paul, Minnesota.

Membership rate, \$1.50 per year. Four issues of the "Minnesota Glad Fan" will be sent to you. For \$3.00 per year you receive the above plus membership in the New England Gladiolus Society, which includes a copy of the year book and 6 issues of their Gladiolus magazine.

Outstanding New and Recent Introductions



ORIENTAL PEARL

It will make a 30 inch flowerhead, 6 to 8 florets opening, on a tall, graceful spike. One of the most beautiful yellows yet introduced. Large bulbs \$1.50; Medium \$1.00; Small 75c. Bulblets, 10 for \$1.00; 100 for \$7.00.

SPIC AND SPAN. (Carlson-Puerner)

This tall deep pink—really it is a shade between pink and salmon, has created a sensation at shows whenever exhibited. Its tall spike will open 8 to 10—4½ to 5 inch florets on a flowerhead, carrying 20 to 22 buds. Spikes never crook. Its placement is near perfect. Large bulbs \$3.50; Medium \$2.75; Small \$1.50. Bulblets, 10 for \$3.50; 100 for \$25.00.

ORIENTAL PEARL (Carlson) Originator's Description

The Wonder Glad of 1946. Oriental Pearl is a very large wide open plain petalled cream. It is the finest glad I have ever seen in its color. Florets are easily 7 inches in diameter and even spikes from medium sizes carry 18 buds. Its best feature lies in the fact that florets are strongly and closely attached to the stem; it can be bunched and shipped, in spite of its great size. I have never known one to crook. Large bulbs \$2.00; Medium \$1.50; Small \$1.00. Bulblets, 10 for \$2.00; 100 for \$12.00.

MARTHA DEANE (Walter Guille).

Mid-season.

A beautiful tall growing yellow, with faint red throat spears, not conspicuous.

Outstanding Exhibition Varieties



STOPLIGHT

- ABU HASSAN** (378). Konyenburg. A new variety from Holland. A greatly improved Pelegrina. It produces long spikes of a rich violet blue. Highly recommended.
- BLACK PANTHER** (Lins). This is no doubt the largest black red grown. It grows tall with long flower heads.
- BUCKEYE BRONZE** (Wilson). A brilliant bronze. A glad that is distinctly different in color. Very fine.
- BENGASI** (Cave). A Canadian variety that has won many blue ribbons. It will open up 6 to 8 blooms, of a light pink, lighter throat. Ruffled.
- BLOEMFONTEIN** (Holland). A beautiful salmon with a soft yellow blotch. Opens 6 to 8 wide open florets on a stiff stem.
- BADGER BEAUTY** (Krueger). Mid-season. A very popular clear lavender with a creamy throat. Has a fine record as a show winner. A dependable cut flower variety.
- BURMA** (Palmer). Mid-season. Deep rose red, heavily ruffled with heavy texture. When first florets begins to open practically all the buds on the spike will show color. An exceptionally fine glad.
- BUENA VISTA** (Pruitt). Mid-season. One of the most beautiful glads grown. Has not received the publicity it deserves. An immense rose-red. Grows up to 6 ft. tall with 6 to 8 seven inch florets open all at once. Color similar to Leona.
- CASABLANCA**. The most outstanding new white in existence. No markings. Tall straight spikes (never crooked), carrying 6-8 beautiful ruffled, average size florets, open at once. Absolutely a 100 percent cutter. Produces oodles of bulblets that germinate freely.
- CRETEIL** (Holland). A delicate salmon-pink with a creamy blotch in throat. Florets are well placed and spaced on a strong stem.
- CORONA** (Palmer). Originator's description: Creamy white shading somewhat deeper in the throat with rose picotee edge on the petals. Very distinctive and beautiful. Outstanding prize winning exhibition flower.
- CRINKLE CREAM** (Ellis). Mid-season. If you are looking for a good, medium-priced yellow, here it is. A beautiful ruffled pale yellow, wide open florets, good placement, and average height.
- DAISY MAE** (Lins). Orange-pink with a deeper red blotch in throat. Grows tall and vigorous. Fine.
- DIANE** (Krueger). Late. Orange to orange-salmon. A late bloomer, florets of immense size, clear to tips.
- DREAM CASTLE** (Lins). For those who like to have many florets open at once don't forget Dream Castle. It will open up to fourteen, very nicely displaying a warm light coral pink ribbon of color, ruffled and firmly attached. It is a 100% cutter and has good commercial possibilities when stock becomes ample.
- ELIZABETH THE QUEEN** (White). Mid-season. This variety deserves the great popularity it has received to date. Large, beautiful, ruffled, deep lavender, with darker lines in the throat. Opens 7 to 8 large open blooms. Small bulbs make good spikes.
- ETHEL CAVE COLE**. (Cave). Early Mid-season. Here is a pink that the florists like. Large light pink, opens

8 large florets on a very tall stem. Excellent for commercial as well as exhibition. Small bulbs make salable spikes.

GENGHIS KAHN (Sheer). Midseason. A very reliable striking ruffled pure pink, no markings. Florets very large, up to 6 inches wide.

GOLDEN STATE (Wheeler). Late. A prize-winning desirable yellow, having won many grand championships. Very good.

HOKUS POKUS (Holland). An outstanding novelty from Holland. A mixture of colors, deep golden yellow, with carmine markings and blotches. An unusual novelty.

HOLLAND'S GLORIE (Holland). Deep salmon-pink with yellow throat markings. Many open florets of a heavy texture. Strong healthy grower.

HALLOWEEN (Lins). A very early brilliant pure orange scarlet.

JOHAN VAN KONYENBURG (K & M). This one comes highly recommended as a brilliant orange scarlet. Opens 6 to 8 florets on a tall upright spike, well placed and spaced. Destined to become a big hit in its class.

KENWOOD (Lins). A large tall pure red, no markings. Opens 5 or more on a long flower head. Plain petaled. Fine.

LANTANA (Palmer). An early orange and yellow. The vivid color makes an appeal to visitors. Spikes medium in length.

LEADING LADY (Johnston). Mid-season. It is hard for words to describe the beauty of this wonderful glad. Probably one of the most popular creamy white with lemon throat varieties yet introduced. Prices reduced. Don't fail to try this one.

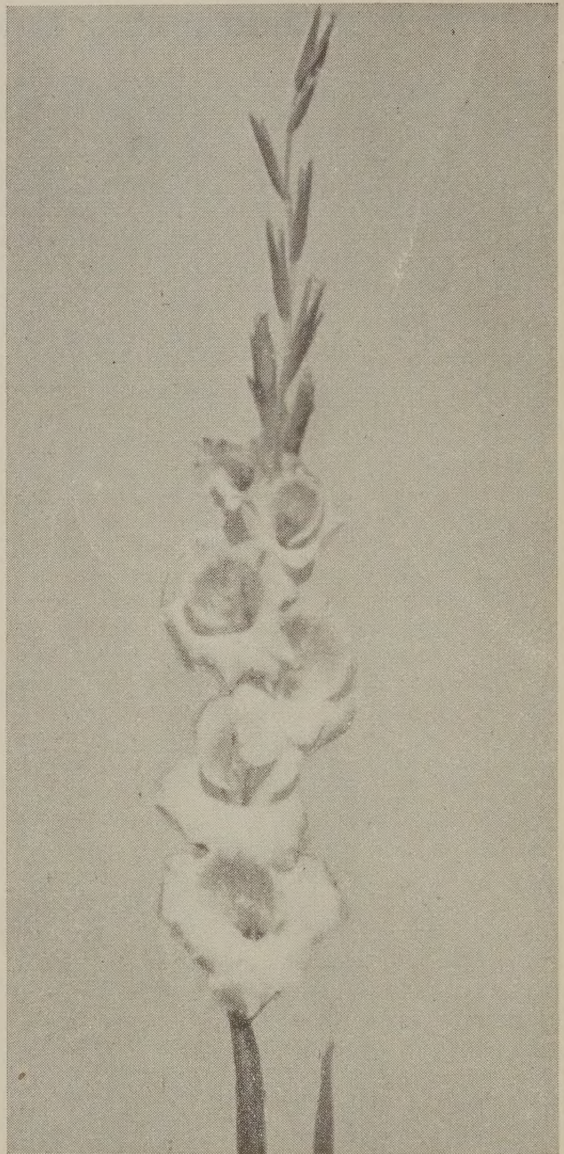
MARGUERITE. A strong, sturdy variety. Deep watermelon pink with cream throat. 5 to 6 open florets on a well-placed stem.

MARIE ANTOINETTE (Holland). A beautiful salmon with a deep violet red blotch. Many large open florets open at a time on a very tall stem. A vigorous and healthy grower.

MISS WISCONSIN (Krueger). Mid-season. This no doubt is the most popular rose yet introduced today. The demand for this is so great that the stock is always exhausted early. It is a mid-season bloomer, open 6 to 8 five-inch florets at one time.

MOTHER KADEL (Kadel). Mid-season. A very graceful medium yellow, 5 to 6 plain florets opening on tall spikes. Very dependable and reliable.

OREGON GOLD (Majeski). Late. The perfect yellow. Color medium yellow



CASABLANCA

on outer edges, and blending smoothly to a deep yellow in the throat. This glad will produce 5 foot spikes, carrying 18 to 24 buds, 9 to 10 huge ruffled florets open at once. Nicely arranged on a tall graceful spike. This glad was sensational with us this past season.

PINK RADIANCE. (Quackenbush). Mid-season. Here is another reliable and dependable pink. Can be classed as a pure light pink with a silvery sheen and a touch of carmine in the throat. Open 6 to 8 medium sized florets, well placed on a long spike.

RED CHARM (Butt). Rightly named. A charming red, opening as many as 10 florets on tall willowy spikes. Extra fine.

PURPLE SUPREME (Wilson). Early mid-season. A very attractive purple.

Medium-sized florets perfectly placed on a long spike. A very beautiful clear purple.

RIO RITA (Lins). Mid-season. A beautiful ruffled orange, opening up to 8 on a 23 inch flowerhead. This will produce sensational thrilling show spikes.

SPOTLIGHT (Palmer). A beautiful outstanding clear bright yellow with small scarlet blotching in throat. It produces tall straight spikes, opening 5 or 6 large blooms at once. Will carry from 16 to 20 buds. Demand is great.

Order this one early.

STOPLIGHT (Lins). Mid-season to late. A brilliant rich red with silvery lustre. 6 to 8 medium sized florets open at once on a 22 inch long flowerhead. Dark green healthy foliage. Graceful and dependable. Don't fail to get this one.

WHITE GOLD (Sheer). Mid-season. This tall beautiful cream really needs no introduction. 4 to 6 large blooms open all at once on a tall straight stem. Small bulbs bloom freely. Healthy, popular, and dependable.

General List

ALLADIN — Large beautifully ruffled grenadine pink with salmon blotch. 6-8 huge blooms borne on stout straight stem. Sometimes grows short.

ANNA MAE. This is one, if not the best early chalk whites. Blooms a week ahead of Snow Princess. Excellent placement; straight stems.

ALGONQUIN — Tall brilliant, bright scarlet. Opens 6-8 blooms on a straight stem. An all around fine variety.

AMBER GLOW—Tall decorative amber yellow. Wiry stems—crooks some in hot weather.

ARETHUSA—An early apricot-tan. Tall vigorous grower. Heavily ruffled, almost frilled. Florets are perfectly placed. This is one of our favorites.

BEACON — Bright rose-scarlet with a creamy throat. 8 well placed florets on a tall willowy stem. Unsurpassed for either exhibition or commercial.

BETSY BOB UP—A late variety that blooms when all others are about gone. Light creamy yellow with distinct reddish pencil lines down the middle of each floret.

BIT O' HEAVEN—An unusual shade of orange. The color is vivid, lighter in throat. Florets are medium size, 8-10 open at once on tall stout spike. In demand as a cut flower.

BLAZE—Tall light scarlet self. No markings. Blends well with other reds. Very fine.

BLACK OPAL—This can be classed as a dark red, or velvety maroon. 8-10 beautiful florets opens on a tall flower head, well placed.

BLUE ADMIRAL—One of the finest real dark blues. Not too tall, but has perfect placement.

BLUE BEAUTY—This tall growing glad produces 4-5 wide open florets on a strong straight spike. An early medium blue.

CAMROSE—A most beautiful soft, shell pink with good placement. Will please those who favor pastel shades.

CORAL GLOW—Bright orange red, edge

pink with creamy throat. Tall spikes, of petals lighter.

CHAMOUNY — A very unusual color. Rose or cerise-rose, with silver line around the edge of each petal. Its unusual color combination is very appealing.

DR. F. E. BENNETT—Best described as "house afire red." An old variety that is still in demand as a cut flower. Perfect placement of florets, 4-6 open on medium tall spike. Fine.

DR. HOAG—Deep, maroon red, florets well placed; medium tall.

EARLY ROSE — Extra early rose-red. Medium tall spikes. In demand as an early cut flower. Much admired by garden visitors.

GOLDEN CHIMES—A large ruffled light yellow. Very fine.

GREENLIGHT — The originator's own description: The especial charm of this variety arises from the peculiar greenish gloss, which overlays the milky-white of the large, well-formed, slightly ruffled florets. This is particularly pronounced in the bud stage. A mid-season variety possessing the points necessary to make it first-class for exhibition work.

GOLDEN DREAM—Mid-season to late. Tall canary yellow, medium sized florets.

HARVEST MOON—Good medium yellow. Smooth, flat-opening florets. Placement variable. A good exhibition and cut-flower variety.

HINDENBURG'S MEMORY—One of the best reds. Large vivid red. Tall spikes, 4-6 extra large florets open at once. Extra fine cut flower.

KING LEAR—Deep reddish-purple, silver lines on edge of petals. Extra tall. Spikes borne on willowy stems. Becoming more popular every year.

KING WILLIAM—Light apricot blending with soft salmon, similar to Picardy. Extra fine cut flower.

- LADY JANE**—A clear cream with yellow tips, slightly ruffled, and will open 6-8 lovely florets, well placed. An excellent variety for cut flowers.
- LIBERATOR**—A brilliant orange brick red. Tall spike, well placed florets. This variety blooms late, and is always in demand. Try some.
- MARGARET BEATON** — Pure white with large cherry blotch in throat. Tall straight spike with 4-6 well placed blooms. Really a wonder glad.
- MISTY DAWN**—A beautiful smoky rose grey, orange red blotch in throat. Tall spikes, with medium sized florets. Considered the best smoky.
- MARGARET FULTON**—A medium tall, warm peach salmon. Florets are well placed, 4-6 open at once. Ideal cut flower variety.
- MARY ELIZABETH** — Heavily ruffled white. Very tall, straight spikes.
- MINUET**—One of the best lavenders ever introduced. As a cut flower it is as popular as ever. Florets are perfectly placed on medium tall spikes. 4-6 open at once. Fine.
- MOHAWK**—Another mid-season variety. Velvety deep maroon. Tall straight spikes.
- NAVAHO (Lins)**—An outstanding new brilliant red. It has near perfect form and placement.
- PELEGRINA**—A medium sized spike of a beautiful deep-violet. Extra fine for arrangement with other colors.
- PICARDY**—Probably the most loved and popular glad on the market today. Light salmon pink, near perfect placement of florets, tall straight spikes.
- Has won more prizes than any other glad.
- PURPLE BEAUTY** — Very large self color, clear deep purple. Round florets.
- PRESTIGE**—A beautiful highly ruffled self pink, shading to a creamy throat. Very fine.
- RECADO**—Rose ash, flecked orange. A giant smoky which always attracts attention in our gardens.
- REWI FALLU**—Deep blood red. Extra large florets borne on tall wiry stems. An extra fine red, although sometimes flower head becomes "floppy."
- ROCKET**—An extra fine clear glowing scarlet. Medium tall spikes, blooms well placed. Popular cut flower.
- SENSATION**—Soft rose. A giant robust plant. Very tall.
- SNOW PRINCESS**—The most popular cut flower white today. A lovely white with creamy throat. Large flowers on a medium tall spike. Don't be without this one.
- SHIRLEY TEMPLE**—Light cream with creamy-yellow lower petal. Heavily ruffled. While somewhat inclined to crook in hot weather and placement is not always good, this is a beautiful thing when well grown.
- SILENTUM**—Another new white, almost identical with Margaret Beaton, except that it is not as large, therefore it really makes a better cut flower variety. White with ermine feather in throat.
- SURFSIDE** — A large white on tall straight stems, well placed. This is a late bloomer and flowers are always sold as soon as they are ready.
- VALERIA**—Tall early scarlet. Exceptionally fine cut flower variety.

COLLECTIONS

We have many inquiries for collections each year, many folks are desirous of planting a hundred or more but are not certain just what varieties to select. For that reason we are again offering the following collections. The varieties we use to make up these collections are all dependable and will give you excellent results in your garden. The bulblet-collection affords one to get an economical start in new and late introductions.

BULBLET COLLECTION OF NEW AND LATE INTRODUCTIONS

25 Bulblets BURMA	50 LEADING LADY
100 Bulblets ETHEL CAVE COLE	100 MOTHER KADEL
25 Bulblets DREAM CASTLE	100 PURPLE SUPREME
100 Bulblets DREAM CASTLE	100 STOPLIGHT
100 Bulblets ELIZABETH the QUEEN	100 WHITE GOLD

On all orders received before March 15, 1948, we will include gratis:

10 bulblets **SPOTLIGHT** (the sensational new yellow),
5 bulblets **ORIENTAL PEARL**, and 10 bulblets **MARTHA DEANE**.

BULBLET COLLECTION No. 50 . . . \$5.00

Retail Price List Season 1948

Please Read Carefully

Large bulbs are 1¼ inches and over in diameter, size 1 and 2. Medium size are ¾ inch to 1¼ inches in diameter, size 3 and 4.

10 bulbs at 8 times the 10 rate where priced singly. 5 bulbs at 10 rate. No item for less than 15c. Please order in units as 3 for 25c.

If interested in small, planting size bulbs by the 100, or bulbs of the larger sizes, 50 or more of one variety and size, see wholesale list on page—.

Our Fall sales have been heavy, even before issuing and sending out this catalog. Many of the new varieties will be sold out before spring. WE SUGGEST THAT YOU ORDER EARLY!

Variety	Large			Medium			Bulblets	
	Per 1	3	10	1	3	10	10	100
Abu Hassan	\$0.25	\$2.00	\$0.15	\$0.35	\$1.20	\$0.40	\$3.00
Algonguin20	.7015	.5035
Alladin20	.7015	.5035
Amber Glow20	.6015	.50
Anna Mae20	.7015	.5035
Arethusa25	.7520	.5535
Badger Beauty15	.35	1.0025	.7075
Beacon20	.6015	.4025
Bengasi	3.00	2.00	2.00	16.00
Betsy Bob Up.....20	.6515	.4525
Bit O' Heaven.....15	.604025
Blaze20	.7015	.4525
Black Opal25	.7020	.5025
Black Panther75	2.00	6.0075
Blue Admiral25	.7520	.5535
Blue Beauty25	.7520	.5525
Bloemfontein25	.65	2.00	.15	.40	1.60	.40	3.00
Buckeye Bronze20	.45	1.2015	1.00
Buena Vista50	4.00	.35	2.80
Burma25	.65	2.00	.15	.40	1.60	.30	2.00
Camrose20	.6015	.4025
Casablanca15	.40	1.0025	.7550
Chamouny25	.7520	.5535
Corona20	.6515	.4035
Coral Glow20	.65
Creteil30	.80	2.40	.20	.50	1.60	.40	3.00
Crinkle Cream25	.65	2.00	.15	.40	1.60	.25	2.00
Daisy Mae	1.50	10.00	1.00	8.00
Diane25	.75
Dr. F. E. Bennett.....15	.6035
Dr. Hoag15	.60
Dream Castle50	1.25	4.00	.35	1.00	2.00	.50	4.00
Early Rose20	.6015	.40
Elizabeth the Queen.....	.15	.35	.9025	.70	.15	.50
Ethel Cave Cole.....20	.6015	.4025
Genghis Kahn	1.00	8.00	.75	1.35	6.00	.75	6.00
Golden Chimes20	.60
Golden Dream20	.60

Retail Price List Season 1948

Variety	Large			Medium			Bulblets		
	Per	1	3	10	1	3	10	10	100
Golden State50	1.25	4.00		.35	.90	2.80	.40	3.00
Green Light35	.75			.20	.50		.50
Halloween15	.35	.90			.20	.50		.75
Harvest Moon20	.60			.15	.45		.25
Hindenburg's Memory20	.60			.15	.45		.25
Hokus Pokus35				.20	.50	1.60	.15	1.00
Holland's Glorie50	1.25	4.00		.35	.80	2.80	.30	2.00
Johan Van Koyenburg.....	1.50	4.00	12.00		1.00	2.50	8.00	.80	6.00
Kenwood20	.50	1.60					.20	.75
King Lear20	.60			.15	.45		.25
King William20	.60			.15	.45		.25
Lady Jane25	.75			.20	.45		.50
Lantana15	.40	1.20					.20	1.00
Leading Lady20	.60	2.00			.40	1.00	.20	1.00
Liberator25	.65			.20	.50		.50
Marie Antoinette25	.60	2.00		.15	.40	1.20	.25	2.00
Marguerite25	.65			.20	.45		.50
Margaret Beaton20	.65			.15	.40		.25
Margaret Fulton15	.60				.30		.25
Mary Elizabeth20	.60						
Miss Wisconsin50	1.25	4.00		.35	1.00	2.70	.50	4.00
Misty Dawn20	.60			.15	.45		.35
Minuet20	.60						
Mohawk15	.35	.75			.20	.55		.50
Mother Kadel15	.35	.75			.20	.60		.50
Navaho50	1.25	4.00					.50	3.00
Oregon Gold15	.40	1.00			.25	.60		.75
Pelegrina25	.75						
Picardy20	.60			.15	.40		.25
Pink Radiance15	.40	.90			.25	.60		.75
Prestige15	.40	.85			.25	.55		.75
Purple Beauty25	.75			.20	.50		.50
Purple Supreme15	.40	1.00			.25	.75		1.00
Recado25	.70			.20	.55		.35
Red Charm15	.40	1.00					.25	1.00
Rewi Fallu25	.70			.15	.40		.25
Rio Rita20	.50	1.60		.15	.40	1.20	.25	1.00
Rocket20	.60			.15	.40		.25
Sensation20	.60						
Shirley Temple20	.60						
Silentum20	.60			.15	.40		.35
Snow Princess20	.60			.15	.40		.25
Surfside20	.65			.15	.45		.25
Spotlight (yellow)50	1.25	4.00		.35	1.00	2.80	.30	2.40
Spotlight (red)30	1.00			.20	.60		.50
Valeria25	.75			.20	.55		.50
White Gold15	.40	.90			.25	.65		.50

Wholesale List—Not Prepaid

25 or more bulbs of the same size and variety will be sold at the 100 rate. All stock subject to prior sale. Minimum order from this list \$7.00.

Variety	BULBS—Per 100			BULBLETS	
	No. 1	No. 2	No. 3	No. 4	Qt.
ANNA MAE	\$5.00	\$4.50	\$3.50	\$2.75	\$5.00
ALLADIN	5.00	4.00	3.25		4.00
ALGONQUIN	6.00	5.00	4.00	3.00	4.00
ARETHUSA	5.00	4.00	3.25		3.00
BADGER BEAUTY	6.50	5.50	4.50	3.50	5.00
BETSY BOB UP.....	5.00	4.00	3.00	2.00	4.00
BEACON	4.00	3.25			2.00
BLAZE	4.00	3.25			2.00
BIT O' HEAVEN.....	3.50	2.50	2.00		2.00
BLUE BEAUTY	5.00	4.00			
CAMROSE	4.00	3.50	2.75	2.00	4.00
CASABLANCA	7.00	6.00	5.00	4.00	6.00
CHAMOUNY	6.00	5.00			4.00
DR. F. E. BENNETT.....	3.50	2.50			
E. C. COLE.....	5.00	4.00	3.20	2.40	3.00
ELIZABETH the QUEEN.....	8.00	7.00	6.00	5.25	10.00
GREEN LIGHT	6.00	5.00			
HARVEST MOON	5.00	4.50	3.50	2.75	4.00
HINDENBURG'S MEMORY	5.00	4.00			3.00
KING LEAR	5.00	4.00	3.00		4.00
LADY JANE	6.60	5.40	4.40	3.40	3.00
KING WILLIAM	5.00	4.00	3.20	2.40	4.00
LEADING LADY	14.00	12.00	10.00	9.00	20.00
LIBERATOR	5.00	4.00	3.20	2.40	5.00
MARGUERITE	6.00	5.00	4.00	3.20	6.00
MOTHER KADEL	6.00	5.00	4.00	3.20	6.00
MARGARET BEATON	5.00	4.00	3.00	2.20	3.00
MARGARET FULTON	4.00	3.00	2.00	1.25	2.00
MOHAWK	7.00	6.00	5.00	4.00	6.00
OREGON GOLD	8.00	7.00	6.00	5.00	8.00
PICARDY	5.00	4.00	3.00		3.00
PINK RADIANCE	7.00	6.00	5.00	4.00	6.00
PURPLE SUPREME	8.00	7.00	6.00	5.00	10.00
RECADO	5.00	4.00	3.00	2.20	3.00
REWI FALLU	4.00	3.00	2.00		2.00
ROCKET	4.00	3.00	2.00		2.00
SILENTUM	5.00	4.00	3.00	2.20	3.00
SNOW PRINCESS	3.50	3.20	2.40	1.75	2.00
SURFSIDE	4.50	3.50	2.50		3.00
VALERIA	6.00	5.00	4.20	3.40	5.00
WHITE GOLD	5.00	4.00	3.00	2.00	4.00
SPECIAL MIXTURE	3.25	2.50	2.00		

The following varieties may be ordered 10, 25 or 50, at 100 rate:

	Large	Medium	Small	100	½ Pt.	Qt.
BURMA	\$18.00	\$14.00	\$11.00	\$2.00	\$10.00	\$35.00
CRINKLE CREAM	25.00	14.00	9.00	2.00	6.00	20.00
DREAM CASTLE		14.00	9.00	3.00	8.00	30.00
GENGHIS KAHN		22.00	14.00	4.00	25.00	
GOLDEN STATE	45.00	30.00	22.00	4.00	16.00	65.00
MISS WISCONSIN	30.00	24.00	15.00	2.00	18.00	75.00
MARTHA DEANE	100.00	60.00	35.00	5.00	25.00	100.00
ORIENTAL PEARL	130.00	90.00	50.00	12.00	45.00	200.00
SPOTLIGHT (New Yellow).....	40.00	25.00	15.00	2.00	16.00	60.00

RAINBOW COLLECTION

We have offered this collection for several years, and it has always been satisfactory. This collection contains 10 varieties, all selected for their consistent performance. All are leaders in their color class as top notch cut flowers.

ALLADIN	KING WILLIAM
BLAZE	MARGARET FULTON
BEACON	PICARDY
BIT O' HEAVEN	RECADO
GOLDEN DREAM	SNOW PRINCESS

48A—10 each, large bulbs of the above; 100 bulbs, \$5.50

48B—10 each, medium bulbs of the above; 100 bulbs, \$3.50

2 Large Bulbs, Elizabeth the Queen, extra with 48A

1 Large Bulb, Elizabeth the Queen, extra with 48B

DELUXE COLLECTION

This collection contains 10 varieties of outstanding Gladioli. Each variety has been selected for its color appeal, strong, healthy growing habits, consistent performance as a leader in its particular color class. Try one of these—you will surely be pleased.

ARETHUSA	HINDENBURG'S MEMORY
BLUE BEAUTY	MARGARET BEATON
BLACK OPAL	PINK RADIANCE
ETHEL CAVE COLE	ROCKET
KING LEAR	WHITE GOLD

48C—100 large bulbs of the above varieties, \$6.25

48D—100 medium bulbs of the above varieties, \$4.25

2 Large Leading Lady bulbs extra with Collection 48C

1 Large Leading Lady bulbs extra with Collection 48D

ADVANCED AMATEUR COLLECTION NO. 100

3 BURMA	3 LEADING LADY
3 CASABLANCA	3 MISS WISCONSIN
3 CRINKLE CREAM	3 PURPLE SUPREME
3 ELIZABETH THE QUEEN	3 VALERIA

COLLECTION NO. 100—28 Large Bulbs—\$5.00

On all orders received before March 15 we will include with the above Collection: 1 Large MARTHA DEANE, and 1 Medium ORIENTAL PEARL.

Collection No. 100A—28 medium bulbs of the above, with 1 medium ORIENTAL PEARL included for \$3.25

Collection No. 100B—Both of the above Collections for \$7.75

MIXTURES

For those who do not care to grow Glads by name, we will supply the following mixtures:

RAINBOW MIXTURE

All colors of the rainbow, same as our Rainbow Collection with more color added.

Large Bulbs—100 for \$5.00; 50 for \$2.75; 25 for \$1.50

Medium Bulbs—100 for \$3.00; 50 for \$1.75; 25 for \$1.00

DELUXE MIXTURE

This mixture contains many of the newer varieties, and will surely please with its riot of color.

Large Bulbs—100 for \$6.00; 50 for \$3.25; 25 for \$1.75

Medium Bulbs—100 for \$4.00; 50 for \$2.25; 25 for \$1.25